

## Review of Progress Against Actions: Summary

Good progress has been made in developing the web page for traders and the public, working with partners to tackle illegal street trading and introducing a standard set of trader rules.

Progress has also been made in promoting markets and developing the Morpeth market partnership but more promotional activity is needed and more partnerships require developing.

Little progress has been made in harmonising stall designs or encouraging traders to develop business plans.

The most effective way of harmonising stall designs is to provide the stalls but there is insufficient resource available to purchase and maintain those stalls.

Most traders do not have, nor do they want a written business plan and there is no dedicated resource available to assist traders in developing business plans.

An assessment of progress against each action from the strategy can be found below:

## Review of Action Plan in 2010 - 2015 Markets Strategy

**1. Look and Feel of our Markets** - Identifying ways in which the streetscape of the County's markets can be improved, and implementing a plan that will deliver what consumers and businesses require.

Opportunities	Proposed Actions	Implementation Date	Progress Update
In consultation with local communities, develop a new brand for our Northumberland markets.	To undertake consultation with local stakeholders to develop a new brand for Northumberland Markets.	April 2011	Markets in Northumberland web pages developed promoting awareness of County Council managed markets.
Where possible throughout Northumberland to harmonise local stall design, fascia, canopies and display.	To initiate a programme of design for market stalls considering issues of: consistency of approach to stall design; fascia; canopies and display; whilst still recognising local distinctiveness of markets.	April 2011	Morpeth design for new stalls implemented. Other markets have changed from council erected to stallholder erected.
Identify opportunities for funding to purchase new stalls/canopies for market use where appropriate.	To explore all external funding opportunities with local partners such as retail businesses, town & parish councils and development agencies.	Ongoing	Local partnership with Sanderson's arcade successful in bringing in 20 new stalls to Morpeth together with advertising funded from Town Council. Portas funded 10 new stalls for Berwick.

## Review of Action Plan in 2010 - 2015 Markets Strategy

<b>2. Running Viable Markets – Recognising the link between the Council’s investment and the economic benefit for local business and the county.</b>			
<b>Opportunities</b>	<b>Proposed Actions</b>	<b>Implementation Date</b>	<b>Progress Update</b>
Investigate the availability of support for start up businesses through concessions on stall fees; trial trading opportunities; start up grants; assistance with business planning; financial management; product development; presentation and marketing.	To produce a business support programme to be set up for all new traders throughout all countywide markets.	January 2011	Trial opportunities where the council reduces the cost for new traders will continue to be available where appropriate. Web promotion training for traders has been delivered through the Morpeth Markets Advisory Group.
Provide a sustainable approach to building relationships between local retailers/businesses and traders, and to maximise links to further local regeneration.	To set up further Market Partnerships at Berwick, Hexham, Ashington, Bedlington, in addition to those at Blyth and Morpeth to provide a forum for local organisations, traders and the council to share concerns and discuss proposals and issues relating to markets.	April 2012	Not achieved. Original Blyth partnership no longer operates but a current project is developing a new one.

	To set up a Northumberland Market Partnership made up of representatives from the various Market Partnerships, to share ideas and experiences, and allow for economies of scale.	April 2012	
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3. Promoting our Markets – Ensure markets are promoted effectively.			
Opportunities	Proposed Actions	Implementation Date	Progress Update
Encourage an elected member to champion and support street trading initiatives and the implementation of this strategy.	To ensure the portfolio holder for Neighbourhood Services is empowered to champion and support street trading initiatives and the implementation of this strategy.	Ongoing	The portfolio holder has effectively supported Neighbourhood Services Management team to deliver street trading initiatives and review the market strategy
Provide easy access to information required by prospective new market traders.	To develop an information pack for traders – market regulations; application forms; food hygiene guidance; stall costs etc...	January 2011	All information is available on the Council's web site and from area teams.

<p>Develop a Market webpage promoting markets and street trading sites to consumers and tourists.</p>	<p>To explore, develop and implement a Market webpage promoting markets and street trading sites to consumers and tourists via the council's website and other key partners such as NABMA and the Market Times.</p>	<p>April 2011</p>	<p>Markets in Northumberland web pages developed promoting awareness of County Council managed markets.</p>
	<p>To work in partnership with independent market operators to share media opportunities/ mutual web links etc.</p>	<p>April 2011</p>	<p>The Council is a member of NABMA where good practice is shared.</p>
<p>Ensure all market promotion is maximised throughout Northumberland at no cost to the council.</p>	<p>To identify all council and county wide free communication media to carry stories on markets.</p>	<p>December 2010</p>	<p>The hashtag 'make a day of it' and 'LYLM' (Love Your Local Market) encourages visitors to come to the market and visit local attractions in all of the market towns, traders encouraged to use this and other social media to promote markets</p>

## Review of Action Plan in 2010 - 2015 Markets Strategy

<b>4. Markets within our Community – Recognise the valuable role markets play in creating and harnessing community interaction.</b>			
<b>Opportunities</b>	<b>Proposed Actions</b>	<b>Implementation Date</b>	<b>Progress Update</b>
Develop a schedule of community events at the markets to instil a sense of community pride, add vibrancy to our markets and increase footfall.	To develop an annual programme for community events that would include the local voluntary sector, community groups and schools.	April 2012	An annual programme is not in place but ad-hoc events have been arranged, including booking free charity stalls and Teenage Markets.
Identify opportunities to add to the market offer with animation events and activities.	To explore additional events and animation such as additional child's play or rides, live music or additional public events alongside programmed markets to improve the local footfall.	Ongoing	Some events have taken place including Blyth Christmas Market, with childrens attractions etc, and Morpeth Food Festival.
Consider the creation of council funded community pitches and develop guidelines for eligibility.	To explore further the opportunities and framework for eligibility for community based traders that would include the local VCS, and schools.	April 2011	Free pitches have been given to charities and schools including a full youth market operated by a local Morpeth school.

## Review of Action Plan in 2010 - 2015 Markets Strategy

<b>5. Managing Our Markets – Ensure that Northumberland markets are effectively managed and are within the parameters of street trading legislation.</b>			
<b>Opportunities</b>	<b>Proposed Actions</b>	<b>Implementation Date</b>	<b>Progress Update</b>
As seen elsewhere in Europe, recognise the advantages of working with private operators to outsource our market operation.	To explore opportunities to work in partnership with independent market operators to support and develop Northumberland markets.	Ongoing	Morpeth Market is promoted in partnership with Sanderson's Arcade and some collaboration has taken place with Keel Row Shopping Centre in Blyth.
To implement a programme to ensure a consistent approach is implemented to service delivery.	To ensure all local Market rules and regulations include some clear guidance to what is or not permissible within a standardised enforcement framework.	April 2011	A single set of market rules were developed and communicated to traders.
Continue to work with all authorities and agencies to eliminate illegal street trading from the County.	To set up a formal mechanism with internal partners such as licensing, planning, legal services and external partners such as town and parish councils to eliminate such illegal practises occurring.	December 2010	Close co-operation continues to take place with trading standards, licensing and environmental health, this included signing up to the national 'Real Deal' campaign – demonstrating our commitment to ensuring safe, fair and legal markets across the county and protecting shoppers from fake goods

<p>Loading and unloading options and parking restrictions during market opening times to promote safe access of traders, neighbouring businesses and shoppers.</p>	<p>To work with internal and external partners such as the council's in-house Strategic Transportation Service, Area Highways &amp; Neighbourhood Team and Northumbria Police to find the best local solutions for safer logistical management.</p>	<p>Ongoing</p>	<p>Access to markets for loading/unloading is generally good. Traders at Ashington Market have experienced</p>
<p>Encourage quality control by traders – encouraging traders to develop business plans covering quality, presentation and customer service.</p>	<p>To develop further each local market rules and regulations as a sustainable framework for all traders throughout all countywide markets to develop business plans.</p>	<p>April 2011</p>	<p>Few traders have documented business plans.</p>
<p>Ensure the strategy is working and that our markets have improved.</p>	<p>To set up a system of evaluation and monitoring that will include establishing baseline figures; footfall counts on market days; shopper perception surveys; number of new business starts up etc...</p>	<p>April 2011/12</p>	<p>Stall numbers and income is available countywide for all markets (with income falling 14% in 2014/15 compared to the two previous years) Footfall has been counted in Morpeth for a number of years together with regular perception surveys but this has not been replicated in other markets.</p>